

A Work Project, presented as part of the requirements for the Award of a Master's degree in Management from the NOVA – School of Business and Economics.

**“Challenges and Opportunities of Digital Nomadism and its Implications
for Tomorrow's Workforce”**

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Abstract

This work project presents the evolving phenomenon of digital nomadism and its implications on the workforce of the future. Through the experiences of seven self-identified digital nomads, the work project investigates the motivations, work arrangements and day-to-day life of perpetual working travelers. The investigations predict that a majority of tomorrow's workforce will adapt parts of a digital nomad mentality which is best described by the confluence of digital work, location independence and wanderlust. Based on the understandings from the conducted interviews the work project provides recommendations on how companies can strategically respond to the employee's increasing need for mobility and flexibility.

Keywords: Digital nomadism, digital work, location independence, future workforce

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1. Introduction

Today's workforce increasingly uses traveling to break the routine of their working life. 42% of Millennials go on holidays to reduce work-related stress, while 34% try to find more excitement in their life (Sofronov, 2018). Expectations on these holidays are extremely high as the timeframe is limited to the vacation days set by their employment contracts, for workers in the European Union to an average of four weeks of paid holidays per year (European Commission, 2016).

Recently, an increasing number of people show that this can be different. They eliminate the traditional separation between work and travel by combining them at the same time and place. They are described as digital nomads – individuals “that leverage digital technologies to perform their work duties, and more generally conduct their lifestyle in a nomadic manner” (Mohn, 2014). When researching about them on various search engines the images of people sipping beachside coconuts while working on a laptop in a hammock pop up. One might instantly think: How do they do that and why can't I do that, too? So, who are these people who seem to work where everyone else goes on vacation and what can we learn from their behavior?

1.1 Previous Research

In 2016 Müller described digital nomadism in research literature as “missing”. Up until then, research about digital nomadism had been primarily done to understand a segment of the tourism industry. Kannisto (2014) as well as Franks (2016) labelled digital nomads as a group of travelers and primarily examined tourism topics such as the search for an authentic vacation experience. With Annika Müller's (2016) and Ina Reichenberger's (2018) studies on basic components of a digital nomad identity and the perception of work, leisure and travel a general approach to digital nomadism emerged. However, despite some specific topics such as the sociological aspects of digital nomadism (Dobrinskaya, 2016) or freelance marketplaces

(Nash, Jarrahi, Sutherland, & Phillips, 2018), research is still scarce. Above all, it is mainly digital nomads themselves who discuss, explain and share their knowledge about their lifestyle through several channels (see appendix 5).

Only recently, with a growing number of international media covering digital nomadism, the topic gathers more attention, resulting in grants for academic research. Daniel Schlagwein published several papers on digital nomad's history (2018a), justifications (2018b) and work identity (Prester, Cecez-Kecmanovic, & Schlagwein, 2019) benefiting from an Australian research grant.

1.2 Research Gap & Aim of Work Project

The present project nurtures this new attention and focuses on a rather unexplored topic related to digital nomads. As described above, the research literature is fragmented and there is comparatively less focus on an overall framing of digital nomadism. While some research on the digital nomad lifestyle is available (Mouratidis, 2018; Thompson, 2018), little is known about the challenges, opportunities and future developments that digital nomads are faced with.

The aim of this work project is therefore divided into two segments. The first aim is to gain a better understanding of what digital nomadism is and to question the motivations and values of workers who follow this working trend. The second aim is to use this acquired understanding to analyze the implications of digital nomadism on the needs and expectations of tomorrow's workforce.

1.3 Relevance

The digital revolution and globalization have changed nearly every aspect of work in the past few decades. Mobility, flexibility and individualization are trends that will determine the work of tomorrow (Zukunftsinstitut, 2018). The number of people that want to work globally and more flexibly is constantly increasing. A study by Global Workplace Analytics discovered that more than 80% of the US workforce want to work remotely or at least part-time (Taplett,

Krentz, Garcia-Alonso, & Hoteit, 2019). These trends pose challenges for both workers and companies. Company cultures, internal communication, management styles and employment contracts need to be reconsidered. Digital companies are turning conventional processes and structures upside down and change what they demand from their workers, as self-discipline and self-marketing, for instance, become increasingly important.

Digital nomadism must, therefore, be viewed in a differentiated way as the attempt to better understand the motives and struggles of digital nomads can give us valuable insights into the present and future of work in a society that becomes increasingly mobile (Mouratidis, 2018). Considering this differentiated perspective, it is the final goal of this work project to provide potential managerial suggestions on how to respond to the changing needs of tomorrow's workforce.

1.4 Research Questions

The above-described relevance of the research object combined with the project aim lead to a variety of interlinked research questions. Six core questions can be derived in detail:

- 1. What are the challenges and difficulties of digital nomads?*
- 2. What are the benefits of being or becoming a digital nomad?*
- 3. Is digital nomadism a sustainable lifestyle?*
- 4. Is digital nomadism potentially accessible to a wider group of people?*
- 5. Are digital nomads leading a shift of how future work will look like?*
- 6. How can companies respond to the changing needs of tomorrow's workforce?*

1.5 Organization of the Work Project

To answer these research questions and to provide a holistic overview of digital nomadism, the theoretical part of this work project is deducing a definition of digital nomads. The methodological chapter, then, thoroughly illustrates the applied research methods before the categorized main insights of the conducted interviews are presented. In the course of the subsequent discussion, the results are placed in the overall context and the main questions are deliberated. In a final step, the knowledge gained, and the methods used, are reflected upon before an outlook on the research is given.

2. Theoretical Framework

When the term “digital nomad” first appeared in the eponymous book written by Makimoto and Manners in 1997, it was utilized to predict that advancements in technology would eventually allow individuals to become mobile workers across the globe (Makimoto & Manners, 1997). Not more than 20 years later their prediction became reality as researchers and journalists now generally refer to professionals who mainly use digital technologies to perform work while living a location independent lifestyle as digital nomads (Altringer, 2015).

However, in common literature digital nomadism is still a vaguely defined term due to several reasons. First, digital nomadism only distinguishes itself slightly from similar phenomena resulting in a transmissive terminology. And second, digital nomadism inhabits a constantly changing character because it derives from a variety of ongoing advancements and shifting work-related movements. To establish a holistic understanding of the term, it is, therefore, necessary to understand these historical advancements and to clearly point out its delimitations from similar terminologies. Based on this knowledge, three rudimentary characteristics of digital nomads can then be pointed out and a clear definition of the term is established.

2.1 Historical Advancements

Several technological innovations like personal computers, the Internet, mobile (smart)phones and nowadays crowdsourcing models and social media platforms have shaped how people work, interact and conduct business. This has influenced business arrangements and practices to change. Electronic business implementations like Amazon or PayPal helped igniting ideas such as work-life balance, home office arrangements and telecommuting. As a result, co-working spaces and freelancing marketplaces like Upwork are now used by millions of people. Simultaneously, a significant price drop of flights and alternative accommodation models like Airbnb enabled the travel industry to continuously grow on a global scale (Schlagwein, 2018b).

2.2 Delimitations

Several working forms have evolved through these developments. Some of them can be seen as pioneering to the digital nomad movement, while others are included in the digital nomad term. The following part will point out the major differences between these working forms and digital nomadism.

The term **Nomad** refers to a member of a tribe or a community of people that has no fixed habitation and thus wanders from place to place. The spectrum of nomadism reaches from traditional nomads like nomadic hunter-gatherers or pastoral nomads (livestock owners) to modern nomads like neo-nomads or in our case digital nomads (Goyal, 2005). The major difference between pre-industrial traditional nomads and modern nomads is that modern nomads do not move in order to search for water and food but pleasure instead (Schlagwein, 2018b). **Neo-nomads**, a group that follows the same or similar travel patterns as digital nomads, distinguish themselves from digital nomads through their form of work. Neo-nomads trade goods and services at markets and beaches or engage in further physical-economic activities whereas digital nomads practice digital work (D'Andrea, 2006).

Backpackers are often characterized as “self-organized pleasure tourists on a prolonged multiple-destination journey with a flexible itinerary” (Sørensen, 2003). Backpackers and digital nomads often stay in the same places and share similar values. However, in comparison to digital nomads, backpackers do not work while they travel, but rather travel within a fixed period before returning to their location dependent jobs.

Work & Travel is an overseas stay in which travelers finance themselves through casual jobs in the visited country. Work & Travel visas, especially in Australia or New Zealand are also used by digital nomads. However, this form of travel in its original sense cannot be equated with digital nomadism, as travelers (in most cases) do not do their work digitally but locally.

Telecommuting, also referred to as mobile work is a work arrangement, laid down in an employment contract or a company agreement, in which employees do not commute or travel to a central place of work (Hartman, Stoner, & Arora, 1992). Telecommuters can be part of the digital nomad community, as their work is similarly location independent. Their willingness to travel and contract type will define their level of engagement in the digital nomad community.

Expatriates are “individuals living in a country other than their country of citizenship, often temporarily and for work reasons” (Kagan, 2018b). The expatriate generally has a permanent residence and workplace in the host country for the duration of the assignment and is thus clearly different from the digital nomad who works location independent (McNulty & Brewster, 2017).

Freelancers are individuals who earn money on a per-job or per-task basis, usually for short-term work (Kagan, 2018a). In addition to the teleworkers, most digital nomads are indeed freelancers. Digital nomadism thereby includes telework as well as freelance work but cannot be reduced to either one, as there are also other working forms, like entrepreneurship. Similarities to the digital nomad lifestyle lay in the level of autonomy and the usage of technology tools for remote work (Messenger & Gschwind, 2016). The key difference is the degree of spatial freedom (Kong, Schlagwein, & Cecez-Kecmanovic, 2019).

2.3 Defining Digital Nomads

The comparison of digital nomadism and similar terminologies is dominated by three elements which collectively define digital nomadism: *digital work*, *location independence* and *wanderlust*.

Digital work describes the production of value through interaction with information and communication technologies (Fuchs & Sevignani, 2013). *Location independence* is the ability to work from anywhere without spatial restrictions. And *wanderlust* is best described as the mentality or urge to explore different places and cultures all over the world.

Inspired by the definition of Reichenberger (2018), this work project develops a definition based on the above-described key elements. While all elements can be provided to an individual, they do not have to be practiced necessarily, which is why the definition distinguishes between three different digital nomad degrees. The degree grows with the extent of the individuals' location mobility.

The definition also includes “digital slowmads” which is an often-mentioned terminology in online forums, as this will be relevant to further findings:

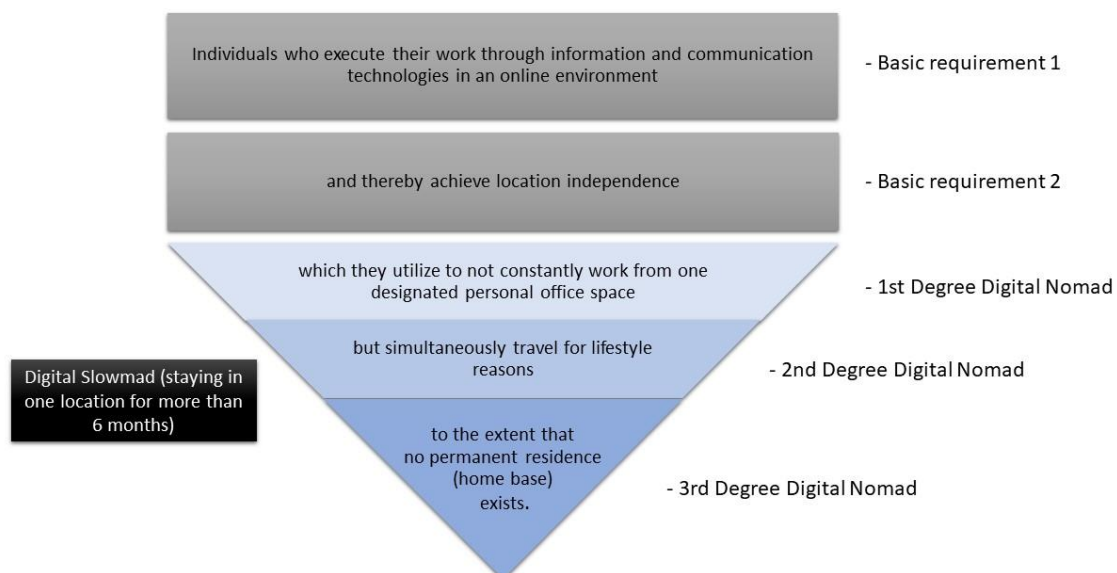


Figure 1: Definition of digital nomads

2.4 Demographics

Due to the nomadic characteristic of digital nomadism, it is nearly impossible to ascertain the number of digital nomads in the world today. While Schlagwein (2018a) estimates 200.000 to 500.000, a study by the research firm MBO Partners in the same year found that 4.8 million US citizens identified as digital nomads (MBO Partners, 2018). Based on the conducted online analysis, it is most likely that the real number is somewhere in between these two and depends on the excess of the applied definition.

Although the number of nationalities is on the rise, most digital nomads are still predominantly of Western origin (Western Europe, North America and Oceania). Gender, age and income are widely spread among the diverse group of digital nomads. MBO Partners found that two-thirds of digital nomads are male, and one-third is female, while over half are older than 38 years. Reported income spreads from less than \$10.000 per year (38%) to \$75.000 or more (16%) (MBO Partners, 2018). The most common professions amongst digital nomads include creative workers (e.g. writers, designers), IT-related workers (e.g. programmers), marketing and communication workers as well as e-commerce related workers (MBO Partners, 2018).

3. Methodological Approach

The methodological framework of this work project is based on collected data using both a netnographic analysis of online material and semi-structured interviews.

3.1 Netnography

Identifying and comprehending a displaced and mobile group of people requires a global, hence digital approach. The netnographic research method, invented by Robert Kozinets (2015), derives from social sciences and is an attempt to cope with the transformation and advancements of the Internet. Through the collection of data from websites, social media platforms or forums (see appendix 5), social interaction in a digital communication background can be studied. In a first step, a netnographic analysis of blogs, discussion boards and video content was therefore conducted to find relevant research topics, categorize patterns of responses as well as already identify potential participants for in-depth interviews.

3.2 Interview Methodology

Based on the netnographic analysis in-depth interviews with seven self-identified digital nomads were then conducted in Lisbon. Lisbon was selected because it is described as a digital nomad hotspot. The Nomad List, a crowdsourced database, currently ranks Lisbon on number 11 of the most popular cities amongst digital nomads (<https://nomadlist.com>). The core criteria

for selecting the participants was self-identification and the compliance of both basic definition requirements. All interviewees were found through their participation in one or more of the “Weekly Lisbon Digital Nomads Meetup”, a weekly community meeting in Lisbon.

The in-depth interviews were conducted in person and a semi-structured format was chosen. Semi-structured means that although an interview guide with pre-determined questions based on the netnographic research was used, the interview did not follow a clear question sequence. Participants were therefore encouraged to provide self-selected information on their feelings and motivations, which was essential to emulate a true discussion of proposed topics (Reichenberger, 2018). An average interview lasted 50-55 minutes.

The average age of the participants was 31, with the oldest being 36 and the youngest being 26 years old. Four participants were male, three female. All participants except one American had a European nationality (France (2), Ukraine, Italy, Sweden, Germany). Most of the participants worked in an IT related job field such as software architect, product manager, recruiter, founder or freelancer (see appendix 3).

3.3 Analytical Methods

All interviews were first recorded and then hand-coded for themes based on former research, the predetermined interview questions and the information from the interview data. A thematic content analysis was used in combination with the three dimensions (description, interpretation, explanation) of the critical discourse analysis by Norman Fairclough (1992) to critically investigate the data. The interview recordings were then reviewed according to the developed themes to find similarities and contradictions within each topic. In this way, a critical investigation of subjective experiences yielded objective results (Percy, Kostere, & Kostere, 2015). The key findings are discussed in the following chapter.

4. Research Insights

Having applied these analytical methods, three main themes with associated sub-topics were developed to provide a holistic explanation of digital nomadism. First the factors of how and why workers became digital nomads are discussed. Then work-related insights are shared before the main observations of the digital nomad lifestyle are elaborated.

4.1 Motivations to Become a Digital Nomad

When being asked how their digital nomad journey started, most interviewees described a transmissive process that cannot be dated back to one specific moment. Some of them discovered the idea on vacation while others used the opportunity to work remotely out of personal issues. Despite several differences, all of them were unsatisfied with their work situation and had countless sources (guidebooks, blogs, vlogs) to gather information about how to work location independently.

The most mentioned factor of becoming a digital nomad was the desire to experience something new. Other factors included the non-alignment of personal projects and location-based work and eventually an attempted outbreak of the typical “9-to-5” job, which was negatively perceived by all participants. Joar, a Swedish entrepreneur and founder, explained why he did not want to work in Stockholm anymore: “I don’t like routines, for me the whole thing is anti-routine – I want to wake up in the morning and let my needs to be controlling exactly what I am doing and where I am going and then just do that.”

Every single participant claimed freedom to be the number one element they value about the digital nomad life compared to a location dependent job. While everyone used the same terminology, all of them defined freedom in different ways. Valentino, for instance, defined traveling as an “exercise of freedom”, Laurent perceived freedom as the “separation of his life goals and career goals.” In any case, most participants perceived freedom more as a concept and recognized certain natural limitations to their autonomy.

4.2 Working as a Digital Nomad

4.2.1 Workplace

All participants claimed that they use a wide range of spaces and locations to get their work done. These spaces range from their temporary accommodation to coffee shops, park benches, vehicles (buses, ferries, trains) and co-working spaces. Although a vast majority prefers to work from “home” valuing the given flexibility, co-working had a big importance on the social aspect of working. These spaces act as physical networking platforms to other digital nomads as well as the local community and are also widely used as an information provider for practicalities like visa requirements, mobile plans or health insurances. Three out of seven participants claimed that it is worth paying for a co-working space.

4.2.2 Productivity

Everyone except one participant, whose work is dependent on client and co-worker’s interaction, claimed that their overall work productivity improved compared to when they worked location dependent. Joar, for instance, understood the difficulty of measuring productivity, however, he said, “I definitely work fewer hours, but I am still as productive, so I guess it has a good influence on my productivity.” Marie, a French recruiter, values the control over her time without people coming in her office “asking questions and disturbing me at wrong times.” The key element to productivity while working from different places and at different times seems to be self-organization. Victoria, a Ukrainian freelance journalist, realized that “you have to be organized; I usually work in the afternoon, but you need to have a goal and need to be motivated.” Eventually, working in changing environments without being distracted becomes a skill that digital nomads learn over time.

4.2.3 Employment

The wide spectrum of the participants’ work arrangements (entrepreneur, freelancer, remote employee) offered a variety of viewpoints on employment. Participants mentioned, that from an employer’s perspective, hiring digital nomads increases the hiring possibilities on a global

scale, as you can choose from a bigger pool of professionals. Employers are likely to get high-quality workers, as only skilled people can afford to maintain the digital nomad lifestyle. Joar, who hires software developers from Ukraine, stated that companies can benefit from arbitrage on salaries which drastically reduces personal costs. From the employee's perspective, digital nomads understand that it is relatively easy to change jobs, which is why companies must work hard to "keep them in the loop at all times."

Collaboration and unreliability due to outside factors were mentioned the most when talking about potential struggles in the remote work sphere. "You lose lots of the serendipitous moments of connection", Valentino mentioned when talking about the collaboration with co-workers. "You can never predict stable alignment", Joar complained when talking about unreliable Wi-Fi connections and delayed flights. Instability of salaries and the struggle to find a job on the move, made some freelancers admit that they would prefer long-term clients or being employed as it provides certainty and stability.

Surprisingly few participants thought that a lack of engagement due to the physical abstinence causes any issues. Most of them mentioned that good management and clear expectations would not allow low engagement rates. Over-communication when speaking about scoping a project but at the same time keeping conversations in text format to establish an "asynchrony" were suggested best practices. In general, Laurent mentioned, "the more a company employs digital nomads the more automatic it gets." It is a learning curve also for other employees: "More people adapt and try remote themselves and have a feel of what it's like."

4.3 Everyday Life as a Digital Nomad

4.3.1 Sociability

Relationships, communities and intercultural exchange are important topics for digital nomads as they deal with it daily and to a higher intensity than others. The interviews concluded that there is not a single nomad who has had no issues with loneliness. It is part of their journey as

most of them travel by themselves. It was thereby surprising that only a few found it difficult to stay in contact with friends and family from home – “Skype and online calls make it easy, only time zones are weird”, Valentino mentioned.

Nevertheless, digital nomads are dependent on strong communities that work in virtual places but lead to actual face-to-face meetings. So-called digital nomad meetings happen all over the world at any time. “Events are great because everyone has the same struggles, platforms such as Facebook and Meetup.com make it easy to connect”, Nick, an American Graphic Designer, expressed.

When being asked how they perceive their relationships to others the answers were mostly comprised by a controversy. On one hand, participants valued the opportunity to meet like-minded people and the intensity of these short-term friendships. On the other hand, they asserted that they struggle with saying goodbye repeatedly.

4.3.2 Romantic Relationships

Just like the working life of digital nomads, their love life tends to be different from the “regular procedure”. It appears that a lot of digital nomads find it difficult to deal with romantic relationships when changing locations regularly. The majority of participants were single, which is due to the fact that most of them think it is much harder to have a serious relationship when being on the move. At the same time, “it is much easier to have a flirt and short time connections because everyone is much more open to experiences when they are traveling”, Valentino disclosed. When being asked where they would find people to date dating apps and digital nomad meetings were the most common answers, which confirms the impression that nomads tend to date people mainly from the digital nomad community. Exceptions can be found of course, and Valentino stated that being on the move can also bring advantages: “If you are with the right person, it can be an accelerator of growth but with the wrong person it doesn’t work out”.

4.3.3 Length of Lifestyle

The duration of how long the participants already lived a digital nomad lifestyle ranged from one year to seven years. Consequently, their answers differed when being asked how long they could still imagine living and working this way. In general, a majority claimed that they wanted to stay open for everything. “I don’t predict stuff, I just go with the flow and don’t look too far in the future”, said German blogger Hannah, which reflects their need for freedom. However, a certain pattern can be found: In the first year moving daily or weekly between locations to explore the world is very common. After a while, digital nomads tend to become slowmads – digital workers who are looking for places to stay for a longer time (2-6 months) and then move to the next location. None of them had the intention to settle anywhere forever anytime soon, although a majority could not imagine being on the move with children, what Joars answer states clearly: “No, no, no, the moment a kid comes into play, all of this is over.”

4.3.4 Choice of Destination

There are digital nomads all over the world, but somehow certain community hubs with embedded infrastructures evolved in places such as Chiang Mai, Bali or Lisbon. It is therefore interesting to see how digital nomads choose their destinations.

Many participants specified very individual criteria that change constantly, like Joar, who chooses his destinations by the countries attitude towards dancing: “I like to dance; I chose destinations on how much dance is embedded in the society.” However, some criteria were mentioned repeatedly which confirmed the assumption that they choose their destination more based on leisure considerations, rather than employment criteria. 1) *Cost of living*: It is easier to live a high standard of living if the living costs are low. “The cheaper it is, the less I have to work”, Nick mentioned. 2) *Climate*: As most nomads come from middle Europe, a tropical climate is preferred. “A lot of nomads are seasonal nomads who might stay during summer in Europe and winter in Asia for example”, Hannah described. 3) *Culture*: It seems like an island lifestyle and exotic food (from a western perspective) is the most admirable, as Marie

confirmed, “I love beaches and a surfing vibe, that’s where I always imagined living one day.”

4) *Internet connection*: “I need to be able to work reliably”, Nick summarized. 5) *Visa requirements*: Countries need to have an open visa policy, where nomads can obtain the right to stay without too much hassle.

4.3.5 Work-Life Balance

A dissatisfying work-life balance and a tendency to overwork are considered the main reasons to become a digital nomad, which is why it is more than interesting to see the actual effect of a digital nomad life. In fact, most of them mentioned that the flexibility of working remotely improved the balance between work and leisure activities tremendously. Marie explained: “I am optimizing my free time more than at home.” However, it became clear that most participants believed that they still work too much, which was not caused by their lifestyle, but by their profession, running a startup for instance. The difference between working in an office and working whilst traveling seems to be the impression that it makes it easier to cope with the amount of work. Joar clarified: “I feel like I can work a lot more without it affecting me as much”. To his believe that has something to do with the people he surrounds himself with. “If you work from a hostel, you just shut the computer and you are suddenly around these amazing like-minded people having the time of their life.” One reason for the massive workload of digital nomads also seems to be constant connectivity. The benefit of being able to work from anywhere at any time also involves risks. Most nomads, therefore, must set themselves clear rules on connectivity time, Marie mentioned: “I am forcing myself to disconnect regularly.” So even though the lifestyle can certainly improve the work-life balance or at least the perceived quality of leisure time, constantly new projects, a tendency to overwork and many more stressors are still issues digital nomads cope with regularly and to a somehow unhealthy and dangerous extent, as Victoria had to experience herself: “It’s a lot of work, and sometimes it isn’t worth it, it made me sick this year: I had depression, anxiety, burn out, it’s very hard to find the right balance.”

5. Discussion

The previous chapter offered an overview of insights from the conducted interviews. The following chapter will use these insights to discuss the predefined research questions.

5.1 What Are the Challenges and Difficulties of Digital Nomads?

Even though digital nomads tend to have a reflective nature, positive images of paradise dream worlds still naturally dominate social media posts and the overall perception of the lifestyle. Focusing on the downsides and difficulties that are not displayed publicly is therefore essential if you want to see the entire picture of the digital nomad lifestyle.

The interviews have shown that especially social aspects create the most stressors for digital nomads. Although nomads, in most cases, knowingly take this step, they basically remove themselves from their network of support (family, friends, teachers, etc.). While a missing support system can lead to personal growth (Schlagwein, 2018a), it causes major difficulties in extreme situations in which every person is dependent on a reliable support system. In addition to social stress, they are more prone to suffering from culture shocks on a regular basis. The necessity to adapt, which in most cases is perceived as something desirable, becomes a major stressor when being done repeatedly. A typical mistake for digital nomads is to change their location so often that the constant burden of saying goodbye causes exhaustion and limits long-term relationships to evolve. Travelling, the source of fulfilment and freedom then limits them from being happy in one place because they always have the urge to move on.

Another major risk is financial instability and uncertainty. There are cases in which people became digital nomads because they were running away from burnout and then experienced burnout because they became digital nomads. Preparation and precaution seem to be the key to this issue. The insights have shown that naivety does not pay off when living this lifestyle. Valentino mentioned that his most important rule is that you need to have a stable remote income before you leave.

5.2 What Are the Benefits of Being or Becoming a Digital Nomad?

The perceived benefits of digital nomadism are interconnected with the reasons to become a digital nomad. As already discussed, freedom and flexibility were by far the most mentioned benefits. In addition to this insight, the in-depth interviews have drawn a cluster of perceived benefits that can be divided into three levels.

At an inspirational level, digital nomads perceive travelling as a valuable experience that is deeply connected to personal growth and individualism. They perceive the interaction with different cultures as life-changing experiences which lead to an increase of productivity, creativity and the ability to focus.

The social level is justified by the participation in a community of like-minded people in which nomads can meet interesting and inspiring individuals. Also, this is connected to personal growth but moreover offers career opportunities. On the contrary, most nomads also value loneliness, as they learn the skill to be happy by themselves.

Finally, on an economic level, most digital nomads value the possibility to afford a better life standard with the same salary as they had in their origin country due to lower living costs. Also, entrepreneurs can benefit from cost arbitrage and the ability of so-called bootstrapping.

5.3 Is Digital Nomadism a Sustainable Lifestyle?

A critical look at the analyzed difficulties and benefits gives the impression that most participants live a shallow life. Changes and adjustments dominate the day-to-day activities and can either leave a positive or negative mark on the person who undergoes them. Naturally, the question arose how sustainable this lifestyle actually is.

Most participants claimed that they could not imagine settling down at this time, others said that the moment a child or the right partner comes into play, they would adjust their lifestyle immediately. Joar suggested that digital nomadism is a phase in someone's life after which the

person would return to a location-based life. As to some individuals that might be the case, my observations concluded that digital nomadism is more a mentality than a phase. Most participants would stop traveling and settle down for a limited time, however, all of them wanted to keep the freedom to be able to move on whenever they felt the urge to. Consequently, digital nomadism cannot be described as a phase because there is no end date to a digital nomad lifestyle as the location independence can stop and continue anytime. Although temporary location mobility can change, the mentality of freedom and mobility keeps being part of their life.

5.4 Is Digital Nomadism Potentially Accessible to a Wider Group of People?

As the digital nomad community is growing drastically the question arises if this lifestyle is or will be accessible to a wider group of people. The current demographics are dominated by a white, male, well-educated majority. Over 85% of the participants had a European passport. This shows that coming from a strong passport country (one that allows you to travel to countries without acquiring a visa) is a major asset for digital nomads, not only in the sense that they can travel freely but also that they are able to obtain a location independent job. When being asked about their freedom to travel almost limitlessly, most of the participants acknowledged their privilege: “I know, I was born on the lucky side of the Mediterranean Sea”, Marie from France admitted. Privilege and sociological considerations also play a vital role when analyzing the behavior of digital nomads towards local communities. In digital nomad hubs like Bali expensive communities of co-working and co-living spaces arose that created a middle-class, Western environment which excludes local communities and cultural contexts. Joar criticizes this part of the digital nomad community that “comes to other places and can only accept a replica of their home”. Drastically, he describes further: “It's just a bunch of privileged idiots exploiting less privileged environments.” Indeed, digital nomads tend to choose local economies that have been ravaged and therefore support their currency

(Thompson, 2018). However, the digital nomads that I talked to were highly conscious about their influence on the local community and economy and wanted to merge and evolve in it. Valentino disclosed: “In the last years I've been really looking more for places where I could find a sense of rich fertile soil in the community and build and invest into that soil.”

To conclude, I am sure that the digital nomad mentality of freedom, mobility and self-determination will be adapted by Generation Z to a great extent. Nonetheless, some characteristics of digital nomadism have restrictions. Digital work will certainly be the center of future work and can improve inequality by shifting well-paid jobs to different locations, the nomadic part of digital nomadism, however, will remain a privilege to a Western part of the world population.

5.5 Are Digital Nomads Leading a Shift of How Future Work Will Look Like?

The demographic data shows that digital nomads belong to the educated, highly skilled segment of our society and many more workers adapt to the ideas of digital nomadism. The job market is wide open to them and companies fight for their talents. However, they chose a nomadic lifestyle with often lesser paid and recognized jobs. What does this tell us about the future of work in our changing society and which trends can be reflected in their choices?

On one hand, digital nomadism is the result of an ongoing trend towards flexibility and individualism. Tomorrow's workforce is in search of self-expression and aspires a healthy work-life balance. Work must be able to be aligned with private projects and personal dreams. Purpose in work is as important as growth opportunities and flexibility has to enable certain mobility. On the other hand, the practice of digital nomadism also shows an aversion of location independent work. Most participants appreciate face-to-face collaboration now more than ever. Digital nomads tend to convert to slowmads, pursuing more safety and steadiness after they experienced the difficulties of digital nomadism.

The increasing popularity of digital nomadism, however, demonstrates that its main characteristics predict trends that will dominate the future of work in the coming years: Geographical barriers will be crossed, time zones bridged, and collaboration digitalized. These trends will not only change how companies operate their business, but also influence the requirements of tomorrow's workforce. Digital skills that enable collaboration with machines and human competencies such as creativity or empathy build the skill set of the future worker, which is nearly congruent to the skill set of an average digital nomad. Digital nomads are therefore an excellent window for a look into the future needs and required skills of tomorrow's workforce.

Obviously, we will not see a black and white scenario of sad people being stuck in the office and happy workers restlessly traveling the world. Neither of these two extremes will be suitable for the general workforce of high potential talents in the future, but employers must offer flexible solutions across all aspects of work in order to have a competitive advantage in the war for talents. Accordingly, the following chapter will reveal potential suggestions on how employers can implement flexible solutions that address these future needs.

5.6 Managerial Implications

With digital nomads leading the shift of new expectations and skills of millennials that will soon make up to half of our workforce, companies must already capitalize on the talent pool of location independent workers such as freelancers or remote workers. From the interview insights several recommendations were developed, that could help companies to leverage and adapt to the above-mentioned trends:

- Offer flexibility and be flexible doing it – Give employees the freedom to decide from where, when and how much they want to work. Offer a variety of flex-work options that can fit any employee: part-time, remote work, job-sharing

- Enable purpose – Create a company culture that can fulfill the intrinsic needs of the employees rather than solely giving extrinsic rewards
- Respect personal growth and provide room for it – Offer sabbaticals and the opportunity of longer work breaks if needed (unpaid leave for instance)
- Re-think performance measurement – Focus on outcomes rather than office time; establish transparent KPIs for remote workers
- Emancipate time zone issues – Synchronize schedules of employees for (online) meetings
- Communicate effectively – Minimize the number of face-to-face meetings; over-communicate when scoping a project; keep conversations in written format
- Make it work – Use the right collaborative technologies for your business; ensure that your company tools are useful for all employees including the remote ones
- Live the flexible company culture – Make sure management is using flex-work options to minimize the fear of being disadvantaged when using them

Apart from attracting the right talent, these practices offer various opportunities and benefits. The cost of replacing staff can be minimized by reducing turnovers and expenses on real estate cut as there is less need for office spaces. Productivity can be boosted by supporting the employee to reach his full potential and engage him to do meaningful work. And eventually, mitigating them sends a signal of trust to the employees with the message that their employers understand their needs which creates a bond that nurtures cooperation.

In the end, it has to be emphasized that it is essential to always involve the user in the design of these work arrangements and practices. The expectations of tomorrow's workforce can and will always change. The experiences and insights of digital nomads from this work project, however, can serve as a start for a strategical design process of work arrangements that will provide a company with enough flexibility to be able to adapt to any changes of the future workforce.

6. Reflection of the Research Project

The findings of this work project are not only useful for researchers who want to further understand digital nomadism and its implications but also for human resource managers and company culture managers alike.

However, several limitations apply. Although the in-depth interviews were able to provide a detailed explanation of digital nomadism and develop managerial suggestions, the relatively small sample size limits the generalization of answers. Considering the transmissive character of digital nomadism and the significantly different personalities of the participant, an increased sample size would ideally confirm findings and gain additional insights. Furthermore, the insights were only of qualitative nature, a quantitative study to validate the identified implications would thus be valuable and of interest to further research.

Additionally, it needs to be realized that the sample selection criterium of self-identification draws a predominant positive image of the perceived experiences as those who abandoned the lifestyle out of dissatisfaction were not included and could not explain the drawbacks of that same lifestyle. Also, even though the participants came from six different countries, the sample is dominated by Western culture and is therefore biased. Lisbon, as a hub for digital nomads, already provides a global scale of the results but further interviews conducted in more digital nomad hubs like Bali or Thailand would expand the insights also on a cultural scale. Finally, the developed business implications should be aligned with the insights of a qualitative study on the collaboration with location independent workers from a company's perspective.

Consequently, the insights and results of this work project serve as a solid base for the understanding of digital nomadism and as a good starting point for the prediction of future work trends, further research is however recommended to increase their generalization.

7. Conclusion

Limitations aside, this work project has presented a comprehensive overview of the challenges and opportunities of digital nomadism. The increasing need for flexibility and mobility of a fast-paced workforce amidst the digital revolution has been identified. Trying to break the routine of working through traveling has developed into work itself being reconsidered and not anymore identified as something that people do outside of their leisure time. Further research is thus required to examine how different notions of digital nomadism in specific the fusion of work and leisure can potentially change or benefit society.

The work project has also shown that if digital nomadism continues to grow as a general idea and becomes a significant part of our society, business strategies will have to adapt. Not only managers should consider the implications of digital nomadism, but also government policies must strategically align with them. The official status of digital nomads in any country is not defined yet and state, tax and security systems regarding digital nomads provide opportunities and threats alike. It is therefore suggested to further investigate the economic and social impact of digital nomads on a city, region or country to eventually answer the question on how local or regional governments should respond strategically to digital nomadism.

As the attention on digital nomads will continue to grow, the implications of digital nomadism will unravel, and further research opportunities arise. Continuous interest in the phenomenon of digital nomadism is therefore highly recommended.

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Appendix

Appendix 1. Pre-Recruiting Questionnaire

Appendix 2. Interview Guide

Appendix 3. Overview and Demographic Data of Interview Partners

Appendix 4. Categorized Interview Transcript (Exemplary Joar, Swedish Entrepreneur)

Appendix 5. List of Online Resources for the Netnographic Analysis

Appendix 1. Pre-Recruiting Questionnaire

PRE-RECRUITING QUESTIONNAIRE

Filter 1: Are you working?

Yes: Go to filter 2

No: Stop questionnaire

Filter 2: Can your work be done digitally through the usage of IT?

Yes: Go to filter 3

No: Stop questionnaire

Filter 3: Is your work location independent? (Can you work from everywhere?)

Yes: Go to filter 4

No: Stop questionnaire

Filter 4: Have you been changing your designated personal office space (apart from an office at your employer or your home office) within the last six months?

Yes: Go to filter 5

No: Stop questionnaire

Filter 5: Do you identify yourself as a digital nomad?

Yes: You will be contacted to conduct an interview

No: Stop questionnaire

INTERVIEW GUIDE

FIRST QUESTION

“How does a regular working day of you look like, if there even is one?”

WARM-UP

Hello, thank you very much for being here. My name is Marco and I am a student at NOVA School of Business and Economics in Lisbon Portugal. This is a research project to delve into the world of digital nomads - people who are location independent while working due to the access of technology. The information will be gathered through a semi-structured interview – which is an open interview with a general framework of themes to be explored. I am going to introduce the subject to you, followed by a starting question. Instead of following a strict set of questions you can tell me whatever comes to your mind and we go from there. If you don't mind, I would like to record this entire interview. If you agree, we can start the interview now, it will last approximately one hour.

TOPICS TO BE COVERED

- **Everyday Life and Productivity, Practicalities, Destination Choosing**

- Where do you work
 - Co/Working Spaces
- Where do you live
 - Co-Living
 - How do find the places?
- Insurance
 - Health Insurance
- What do you consider a nomad friendly country/business?
- How do you choose a destination? What is important to you?
- How do keep yourself productive?

- **Length of the lifestyle**

Can you imagine living like this for the rest of your life?

- Is this lifestyle a temporary for you?
- how plannable is the lifestyle?
- Only a phase?

- **Employment**

Where do you get your work from? Are you employed, if yes how does it work? Do you think you are productive within this work arrangement?

- Prefer to be employed or freelancing?
- Realities of the income nomads make
 - how satisfied are you with your salary? Do you need to live off savings?
- contract stress?
- issues between digital nomad values, norms and logics concerning the corporate world?

- **Leisure, work practices**

What do you do in your free time? What do you do for leisure? Do you think you have more time than someone who works in a 9 to 5 job?

- Work-Leisure Balance and Stressors

- **Community (sociability forming)**

With who do you interact through the day? Are you happy with your social status quo?

- understand the social position of digital nomads in contrast to family, friends, co-workers, peers, and locals
- Co-living Experience/ How do you live?
- Love
- Friends
- Traveling solo/ Loneliness
- Family building desires
 - Is having children an obstacle?
- Community thinking
 - Modern nomadism – tribe thinking?
- What makes you think that someone is a good/successful digital nomad? Do you compare yourself sometimes?
 - Does high mobility degree reflect high individual's social status?
- What would be your advice to someone who would like to start their digital nomad journey and work online?

- **Privilege, inequality**

How do you deal with legal legislations? Visa? How important do you think is a “strong” passport to maintain this lifestyle? How would you describe the demographics of former digital nomads?

- analyze the digital nomad demographics,
- global privilege and its impacts on interpersonal relationships
- asset of a strong passport
- accessibility
 - Is the lifestyle of digital nomadism potentially accessible for the 'masses'/wider groups of people? (or is it only for few of the “chosen ones”/for a very niche type of personalities?)

- **Why? Factors that make individuals choose to travel and work remotely (push/pull factors)**

- What drove you to leave the office?
- What do you think are the consequences?
- What is it, that makes working in an office so undesirable for you?
- Which decision comes first? Nomadic or type of work?

- **Role of Technology**

Which role does technology play in your work but also in your day to day life?

- What tools do you use?

- **Wrap up**

- What are the things that you like most about being a digital nomad?
- What do you perceive as the major challenges of the digital nomad lifestyle?
- What are potential opportunities and also risks of employing a digital nomad?

Appendix 3. Overview and Demographic Data of Interview Partners

| Name | Joar | Laurent | Valentino | Marie | Victoria | Nick | Hannah |
|--------------------|---------------------------------------------------------|---------------------------------------------|-----------------------------------------------------|--------------------------------------------------------|-----------------------------------------------------|----------------------------|--------------------------------|
| Age | 26 | 28 | 36 | 34 | 31 | 29 | 33 |
| Gender | Male | Male | Male | Female | Female | Male | Female |
| Nationality | Swedish | French | Italian, San Marino | French | Ukrainian | American | German |
| Ethnicity | Caucasian | Caucasian | Caucasian | Caucasian | Caucasian | Caucasian | Caucasian |
| Religion | Atheist | Atheist | Atheist | Atheist | born Christian, | Christian | Atheist |
| Family Background | Workers' child | Academic parents | Lower middle class | Academic parents | Middle class | Academic parents | Academic parents |
| Relationship | Open | Girlfriend | Single | Single | Single | Single | Long-distance |
| Children | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Language Skills | Swedish, English | French, English, basic German | Italian, English, Spanish, basic French, Portuguese | French, English, Arabic, basic German | Russian, Ukrainian, English | English, Spanish | German, English, French |
| Education Level | High School | Masters | High School | Masters | Bachelors | Bachelors | Masters |
| Current Occupation | Entrepreneur, CEO, CTO and founder of an online payment | Product Manager of a startup (40 employees) | Freelance Software Architect | Technical Recruiter for a hospitality software startup | Digital Entrepreneur, Freelancer, Journalist, Event | Freelance Graphic Designer | Freelance Journalist & Blogger |
| Health Insurance | None | In home country | None | None, but in progress | None | None | Travel insurance |
| Retirement Plan | No | Through contract in home country | No, only some savings | Through her former job in Canada | None | Through savings | None |
| Savings | None | None | Yes | Yes | None | Yes | None |

Appendix 4. Categorized Interview Transcript (Exemplary Joar, Swedish Entrepreneur)

| Joar, Entrepreneur, Digital Nomad Degree 2, since 2 years | |
|---------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| CATEGORIES / SUBCATEGORIES | INSIGHTS / QUOTES |
| <i>Everyday Life</i> <ul style="list-style-type: none"> - Practicalities - Choice of Destination - Daily Routine | <ul style="list-style-type: none"> - “My everyday balances between work and sightseeing (tourism). I am traveling a lot recently, so I get up, work, walk in the city, work, party and all over but never the same” - “It is very dependent on the workload” - “I go out a lot” - “I can work from my phone which makes it very flexible – the better everything is working at the company the less I have to use my laptop” - “I still go back to Stockholm regularly” - “It's very hard to measure productivity, I definitely work fewer hours, but I am still productive, so I guess it has a good influence on my productivity” - Destination: Wi-Fi connection, time zone, Weather & Culture, “I like to dance, I chose how much dance is embedded in the society” - “There are a lot of things you give up on when you travel like this. If I would work less and do more touristy stuff, I would be more focused on money, but I am not doing that much touristy stuff” - “I talk to other people that travel” - “Website are so commercial, that it's not informational anymore, you can take it seriously, they just try to sell you something” - Stays in hostels, “it's a perfect working place for me” - “I really don't know if I am insured, there are some aspects of life, that I have never giving a thought” |
| <i>Lifestyle</i> <ul style="list-style-type: none"> - Beginnings - Motivations - Length of Lifestyle | <ul style="list-style-type: none"> - “I wouldn't do it if I wouldn't have a stable income, I need that security” - “I think a lot of different cultures give you different things in life. And sometimes you need different things. And I would love to have, you know, a couple of different homes in different places, be part of some good communities” - “You have to fit your entire life into a bag, and it puts a limit on your possibilities, some doors in life close if you don't really have a home. That's the down part of being able to see a lot and meet so many people” - “My next phase would be finding a place, living there for maybe 2-3 months, I found that staying that time gives you enough time to build and maintain friendships” - “Right now, it's a very shallow life, you don't build a lot of long-lasting relationships” - “At some point you have to commit to something” - “But definitely, it's not a very viable long-term thing.” - “When my girlfriend is done studying, we will try together” - Could you imagine it with kids? - “no, no, no, no, no, the moment a kid comes into play, all of this is over.” |

| | |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p><i>Work-related topics</i></p> <ul style="list-style-type: none"> - Workplace - Co-Working - Productivity - Employment - Risks - Opportunities | <ul style="list-style-type: none"> - “I get a full salary, so I don’t really need to worry about money that much” - “It was a very design process I started a company and then I didn't hire a single person in Stockholm, instead I hired people from all over the world.” - “So naturally from day one, we were like a remote company. So then if I travel somewhere. It doesn't change anything, how I work, because we still have, you know, remote stand ups and meetings.” - “We have very few meetings, we keep most of it in text because then its asynchronous” - “It the morning everyone answers in a forum what they are doing” - “I read it when I have the chance to read so we don’t always have to sync” - “Most my employees are location-based though and I never met them” - “I have no idea why all these people are willing to do all of this work for me, they are so loyal – we pay them a good salary, treat them nicely” - “I can’t control if they work or not” - “I would appreciate if I would have more nomads in the team because that would be aligned with my values.” - “With good management, and just good expectations and clear expectations and work you can get rid of the fear that the nomad doesn’t really work” - “Unreliability, stuff that is outside your control, flight is delayed, WIFI is not good” - “You can never predict stable alignment” - “Happy and loyal workers, you give them trust, you can build something that’s valuable, nice spirits” - “Arbitrage on salaries – both are happy” - “But it’s hard to find the right people, although you increase your hiring possibilities on a global scale” |
| <p><i>Leisure & Work Practices</i></p> <ul style="list-style-type: none"> - Work-Life Balance - Stressors | <ul style="list-style-type: none"> - “It’s too much work” - “For me it has nothing to do with the nomadery, it has something to do with running a startup” - “I feel like I can work a lot more without it affecting me as much” - “The most difficult part of work is if you are feeling stuck, if you go every day to this grey office and work together with these people that you don’t want to hang out with, it does a lot mentally, at least for me, it’s a place that doesn’t give you energy” - “If you work from a hostel for instance, then you are surrounded by people who are having the time of their life and even though you are working, you just shut the computer and you are suddenly around these amazing like-minded people, that makes it so much easier” |

| | |
|--------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p><i>Sociability Forming</i></p> <ul style="list-style-type: none"> - Relationships - Community | <ul style="list-style-type: none"> - “I haven't found the right demographic yet. For me a Facebook group so usually, it's either like super touristy or people that want to, you know, go somewhere for four years, I haven't found the right balance.” - “I don't go to Nomad meetups, for me it's like being back at the office at home, it feels more like a after work social” - “I love the intensity of relationships. I mean you know when you meet people when you're traveling, since you have such little time it becomes so intense that you get so close because you don't have time to not make an effort to be friends” - “But it also gets tiring to just have to start over and say goodbye” - “You don't really become like an actual part of someone's life. You become a fun, like a sightseeing adventure in someone else's life, which is fine for a while but after a while I still realize that you know, all of these people that I meet, I'm, you know, just another thing that drifts in and out of their life at some point during their travels” - “If this is the long-term life for me but for everyone else it's just a short-term then it becomes temporary and you have this imbalance” - “But I think in terms of community, there's a subset of nomads that are completely oblivious and come into a lot of other countries with a lot of entitlement and really heavily expect a lot of gentrification, which is crazy like to me. I want to, you know, I want to leave my country because I want to experience other cultures and something else. But a lot of nomads come to other places and can only accept a replica of their home.” |
| <p><i>Privilege & Inequality</i></p> | <ul style="list-style-type: none"> - “The industry is gross, like it's just a bunch of privileged idiots exploiting less privileged environments.” - “I'm still human, I don't think my morals are too kind of good, I know I'm not going to exploit the fact that I was born in Sweden.” - “I acknowledge the privilege but I'm not strong enough to do anything about it.” |
| <p><i>Factors that make individuals choose to travel and work remotely</i></p> | <ul style="list-style-type: none"> - “I don't like routines, for me the whole thing is anti-routine – I want to wake up in the morning and then I want my needs to be controlling exactly what I doing and where I am going and then just do that, I miss the intensity of relationships” - “I like my life back home, I just didn't like the environment, but I still get a normal salary and feel like living normally” - “It's a good time to explore other things in life and see you know, what are the things life has to offer.” - “You push yourself to do more things” |

Appendix 5. List of Online Resources for the Netnographic Analysis

Reddit's digital nomad channel (597,000 members)

- <https://www.reddit.com/r/digitalnomad/>

Facebook groups

- Digital Nomads Around The World Group (120,000 members)
<https://www.facebook.com/groups/DigitalNomadsAroundTheWorld/>
- Digital Nomad Jobs – Remote Work From Anywhere (56,000 members)
https://www.facebook.com/groups/DigitalNomadJobs/?ref=br_rs
- Nomad Soulmates – Dating for location independent people (13,000 members)
https://www.facebook.com/groups/nomadsoulmates/?ref=br_rs

Websites and forums targeting digital nomads:

- www.Nomadlist.com
- www.Digitalnomadsforum.com
- www.nomadforum.io
- www.lisbondigitalnomads.org

Blogs run by digital nomads for digital nomads:

- <https://www.tropicalmba.com/>
- <http://www.makingitanywhere.com/>
- <http://stophavingaboringlife.com/>
- <http://becomenomad.com/>
- <http://untemplater.com/>
- <http://www.nomadicmatt.com/>